



# Political Mail: Insights and Opportunities for 2016

INSERT DATE, 2016





## Here today to discuss

- ★ The opportunity
- ★ What we're seeing
- ★ What we're hearing
- ★ The dashboard
- ★ Political mail and Millennials
- ★ Questions





# The Opportunity



# The landscape

---

## ESTIMATED ELECTION SPEND FOR 2016: **\$12+ BILLION\***



**114** presidential primaries  
and caucuses

**93** state executive seats

**34** U.S. Senate races

**435** U.S. House of  
Representative races

**6,000+** state legislative  
races and tens of thousands  
of local races

More than **250** pending  
ballot initiatives

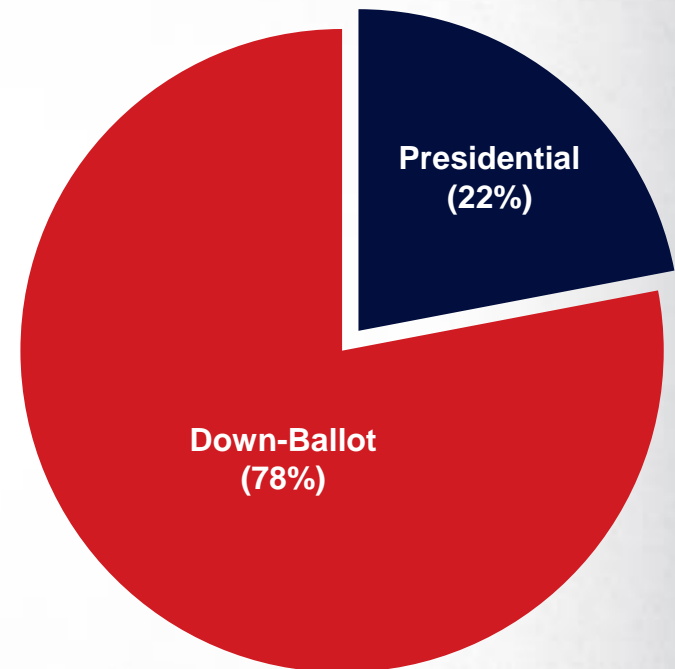
*\* Total spend estimates range from \$10 billion to \$16 billion*

# Big money down-ballot

---

- ★ **U.S. Senate and House: Collectively, spending about as big as presidential race**
- ★ **State Legislative Races: Seeing an increased focus, especially from outside spending groups**
- ★ **Ballot Initiatives: Almost \$1 billion spent in 2012, direct mail is more crucial here**
- ★ **Outside Spending Groups: Many Super PACs and like-minded groups can drop millions in down-ballot races**

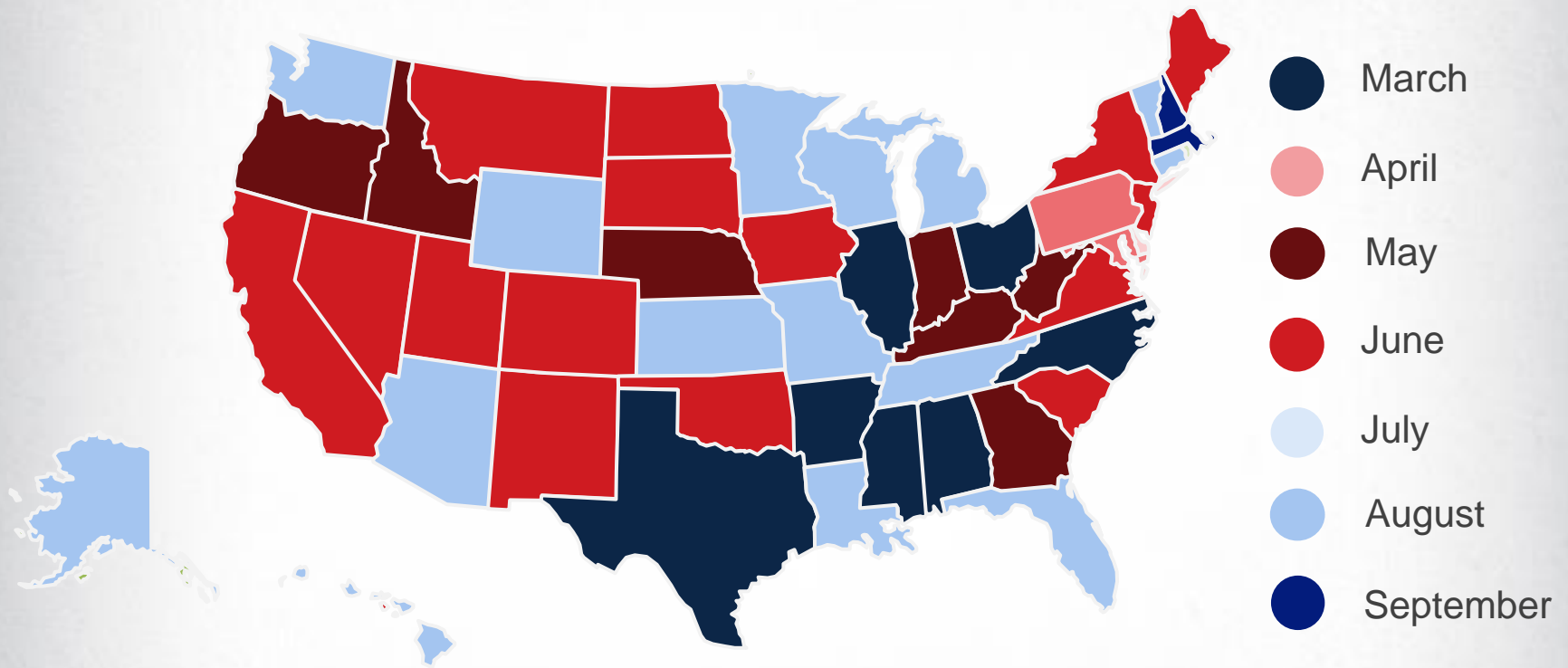
PROPORTION OF  
POLITICAL SPENDING\*



\* Source: *Borrell Associates*

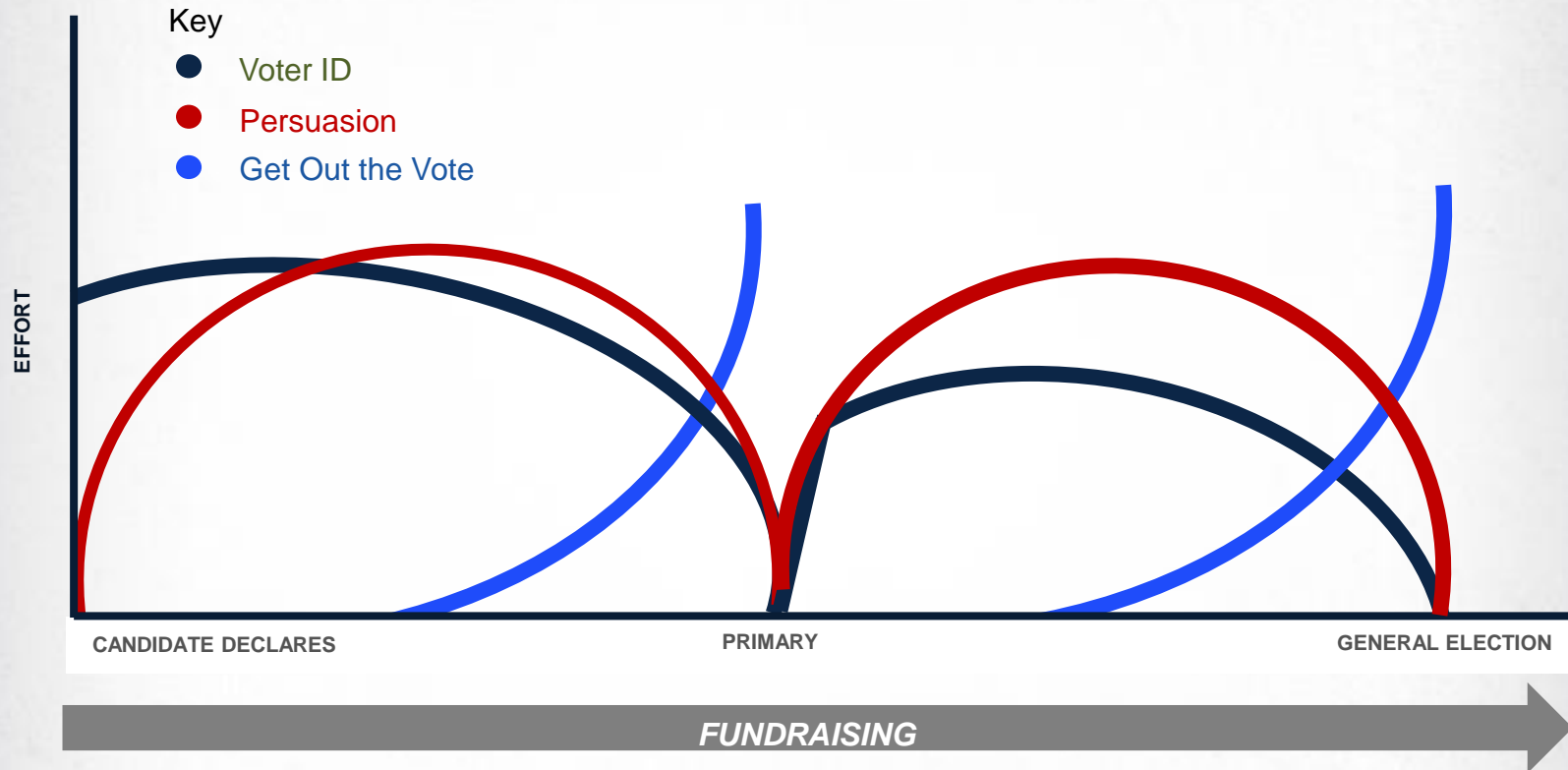
## State primary election schedule

---



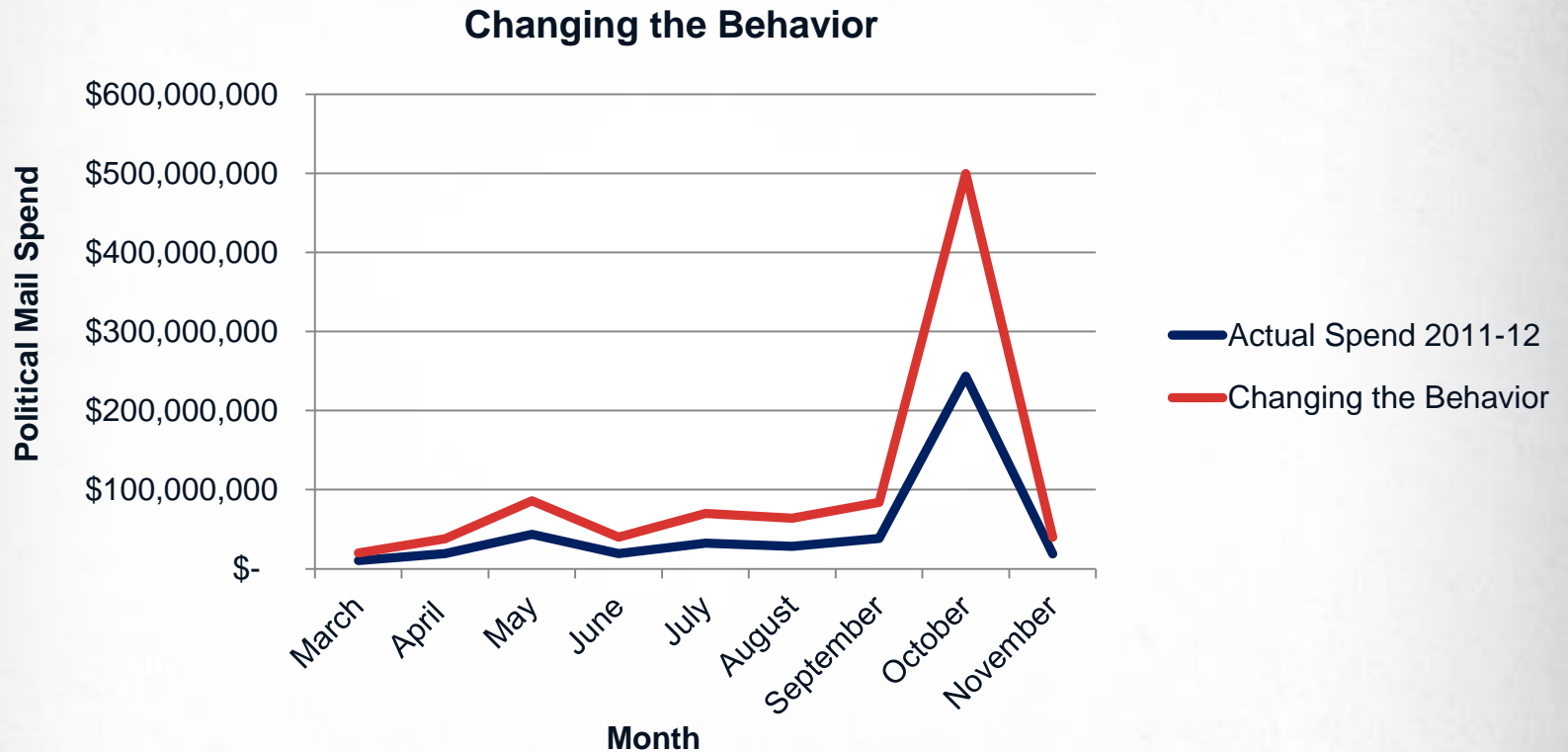


# Campaign spending phases



## Changing the pattern — “Early & Often”

---





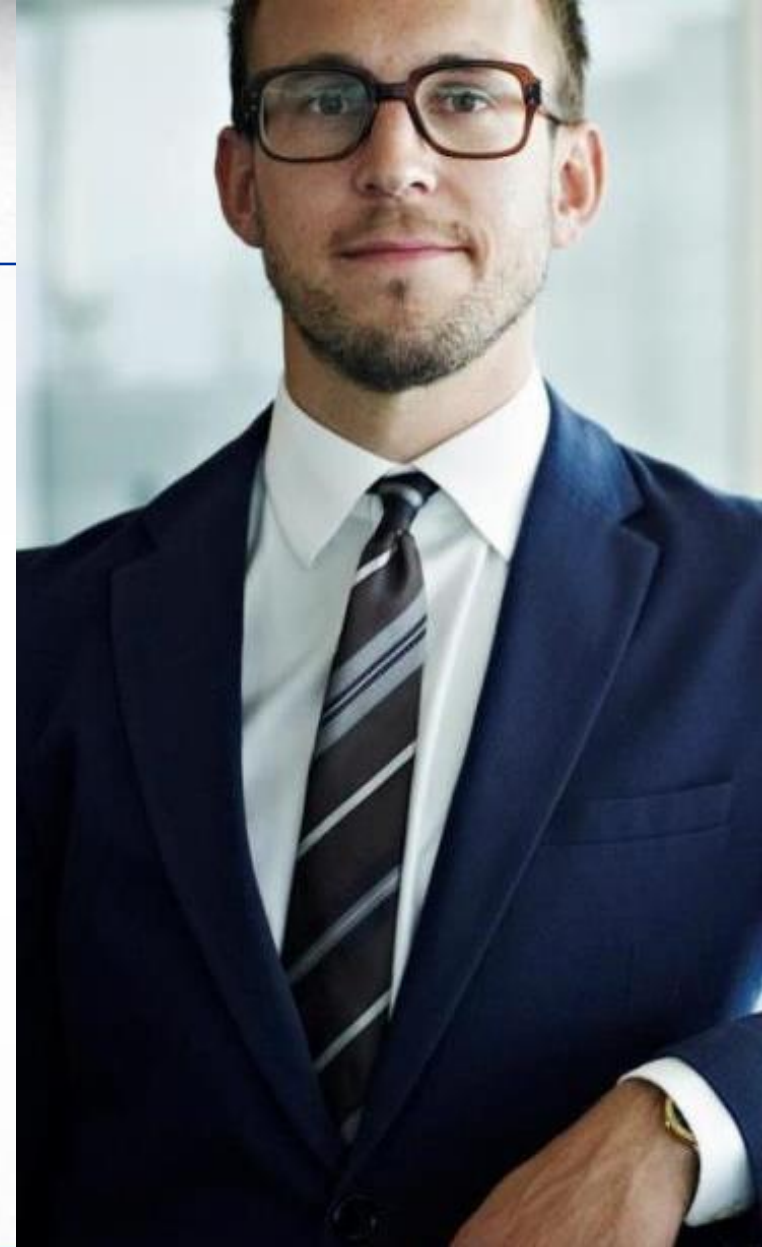


## What We're Seeing

# Current perceptions of political mail

---

- ★ Vital in reaching, persuading and motivating voters
- ★ Timing plays a critical role in sequencing communications
- ★ Current tracking for campaigns is flawed and inefficient, time consuming
- ★ Digital and direct mail are complementary



## Mail trends this cycle

---

- ★ Strong fundraising tool for presidential candidates
- ★ Integration between media channels are key
- ★ Tried-and-true method of communicating to primary voters
- ★ Innovative approaches to deliver a message

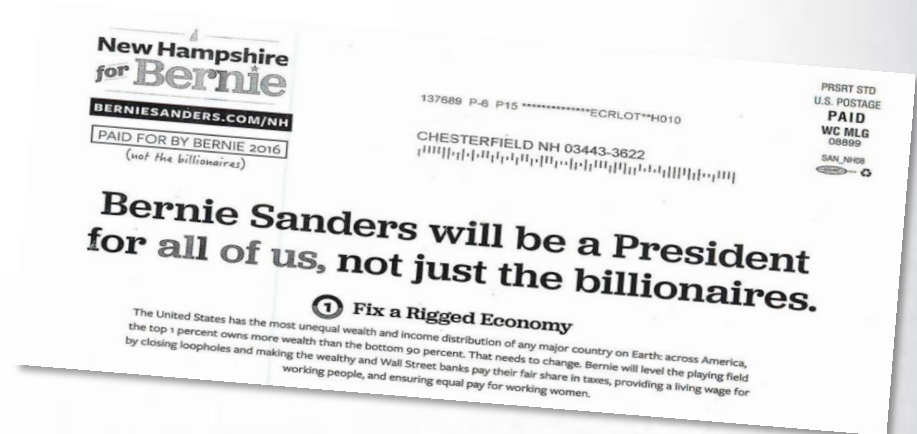
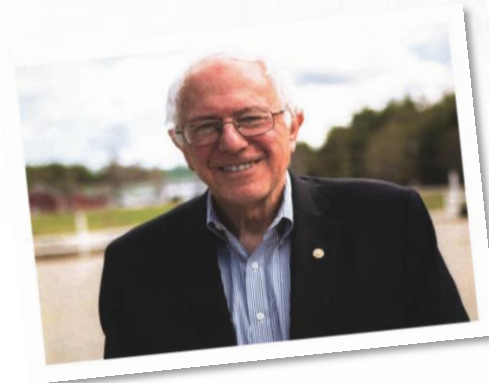




# Driving awareness

---

- ★ Candidate introduction to the electorate during the persuasion phase
- ★ Mail is a less intrusive media channel
- ★ Enjoyable customer experience

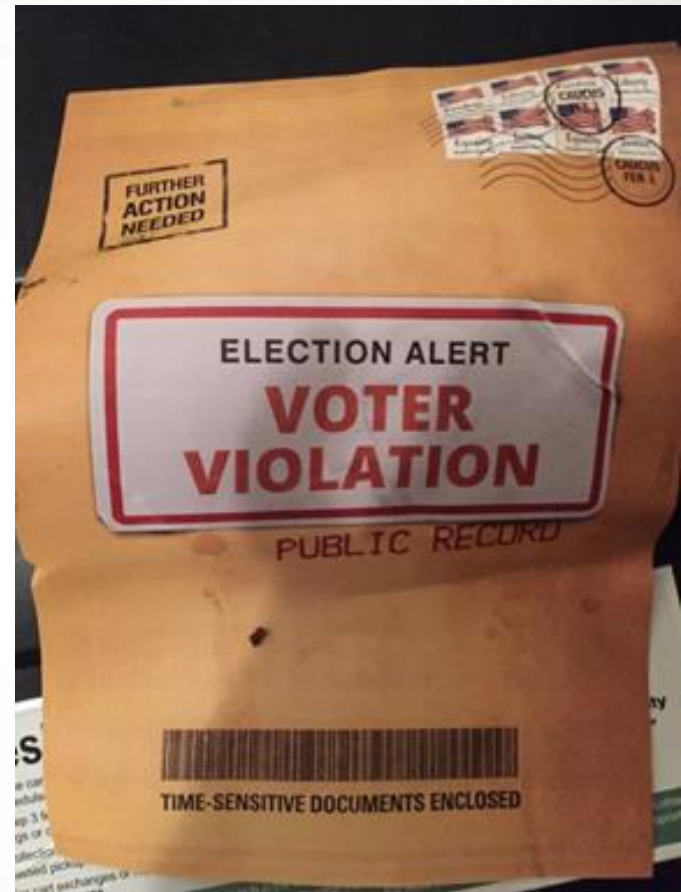




## Driving voters to act

---

- ★ Driving voters to get to the polls through a social pressure campaign
- ★ Hyper-targeted mailing – campaign used predictive models to identify infrequent voters who had an 85% higher chance of supporting the candidate
- ★ Get out the vote (GOTV) campaign





# What We're Hearing

# Decision maker wish list

---

- ★ Predict when mail will be delivered
- ★ Track and analyze mail
- ★ Real-time data tracking of mailing process
- ★ Access and customize data to incorporate into voter files, share with campaign team, develop reports

Visibility on all channels makes for more effective integration



## Current perception of visibility

---

**Decision makers don't believe they are currently equipped with this information.**

*Reality: information exists through Intelligent Mail Barcode™*

**What the Postal Service is doing this cycle:**


- ★ **Driving awareness about the benefits of direct mail visibility**
- ★ **Working with campaign operatives and the industry to develop an enhanced tool for vendors to replicate**
- ★ **Helping to build awareness about the current IMb™ Tracing Vendors who are already bringing direct mail visibility to the campaign trail**





# The Dashboard

# Deliver The Win Dashboard™ landing page


 **DELIVER THE WIN DASHBOARD™**

LOG OUT

Welcome to your Deliver The Win Dashboard™, John!

By using the data filters below, you'll be able to view your political mailings like never before.

- Your mailing selection defaults to the current week, but can be customized to view any week or month period for the
- You can view mailings for the list by checking each box.
- To view the status of your mailing, click the "Dashboard" button.



Customers are able to search for delivery data based on their mailing locations. They can select one or more locations.

Delivery data can be viewed in weekly or monthly aggregates

## Search Mailings

**My Locations**

1/2 sort by **Name | State**

☐

**Smith for Senate - CRID 198762**  
123 Main St., Richmond, VA

☐

**Smith for Senate - CRID 198763**  
123 Main St., Alexandria, VA

**Date Range**

View mailings by

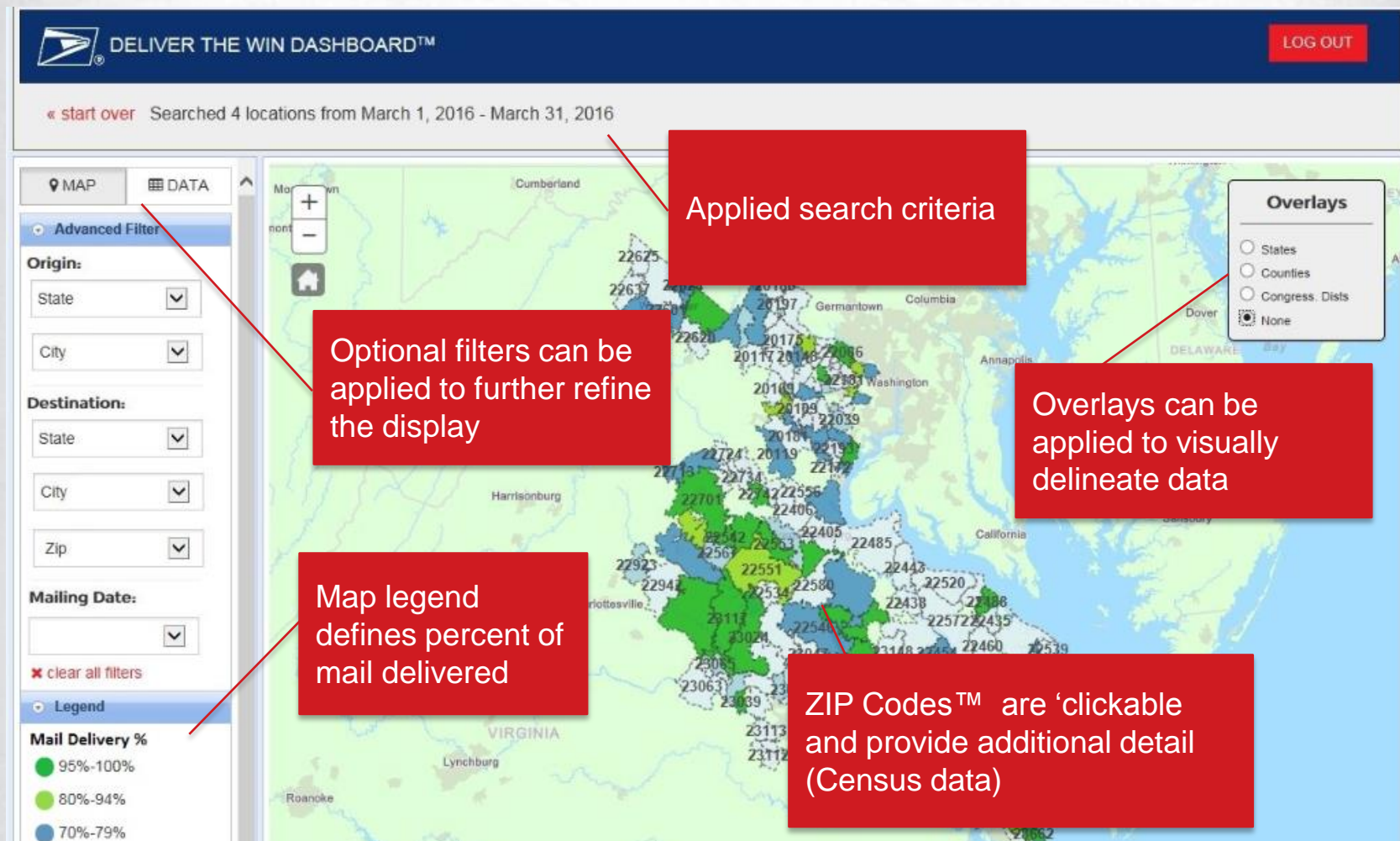
☒ Week

☐ Month

March 2016


**VIEW MY DASHBOARD >**

# Map view (default view)





## Data view

 DELIVER THE V

« start over Searched 4 k

MAP

DATA

Advanced Filter

Origin:  
State  
City

Destination:  
State  
City  
Zip

Mailing Date:

clear all filters

Data used to populate the map can be displayed in column format

Data can be exported in Excel or PDF format

Data includes mailing location, origin post office, mail destination (city, street, ZIP Code™), number of pieces, and percent delivered

		Mail Service Provider	Destination	# pieces	% delivered
Smith for Senate - CRID 198762 123 Main St., Richmond, VA	Richmond, VA 20120	Mr. ZIP Mailings, Inc.	McLean, VA 22102	250	85%
Smith for Senate - CRID 198762 123 Main St., Richmond, VA	Richmond, VA 20120	Mr. ZIP Mailings, Inc.	Arlington, VA 22207	250	90%
Smith for Senate - CRID 198762 123 Main St., Richmond, VA	Richmond, VA 20120	Mr. ZIP Mailings, Inc.	Arlington, VA 22209	150	75%
Smith for Senate - CRID 198762 123 Main St., Richmond, VA	Richmond, VA 20120	Mr. ZIP Mailings, Inc.	Fairfax, VA 22031	1200	100%
Smith for Senate - CRID 198762 123 Main St., Richmond, VA	Richmond, VA 20120	Mr. ZIP Mailings, Inc.	Fairfax, VA 22032	800	100%
Smith for Senate - CRID 198762 123 Main St., Richmond, VA	Richmond, VA 20120	Mr. ZIP Mailings, Inc.	Falls Church, VA 22042	250	88%
Smith for Senate - CRID 198762 123 Main St., Richmond, VA	Richmond, VA 20120	Mr. ZIP Mailings, Inc.	Falls Church, VA 22041	50	0%
Smith for Senate - CRID 198762 123 Main St., Richmond, VA	Richmond, VA 20120	Mr. ZIP Mailings, Inc.	Alexandria, VA 22311	950	60%
Smith for Senate - CRID 198762 123 Main St., Richmond, VA	Richmond, VA 20120	Mr. ZIP Mailings, Inc.	Arlington, VA 22206	650	10%
Smith for Senate - CRID 198762 123 Main St., Richmond, VA	Richmond, VA 20120	Mr. ZIP Mailings, Inc.	Arlington, VA 22202	500	64%



## Interested?

---

To inquire about this pilot program, please contact  
Elena Neely at [elena.m.neely@usps.gov](mailto:elena.m.neely@usps.gov)

or

The Program Management Office at  
[USPSPoliticalMailPMO@usps.gov](mailto:USPSPoliticalMailPMO@usps.gov) to learn more.

### Additional Resources

Deliver The Win Dashboard™ only displays data for political mailings that contain Full-Service Intelligent Mail Barcodes (IMb™). For more information on Full-Service mailing standards: <https://ribbs.usps.gov/index.cfm?page=intelligentmailservices>

Your political mail resource: [www.deliverthewin.com](http://www.deliverthewin.com).



# Political Mail and Millennials

# Understanding Millennials

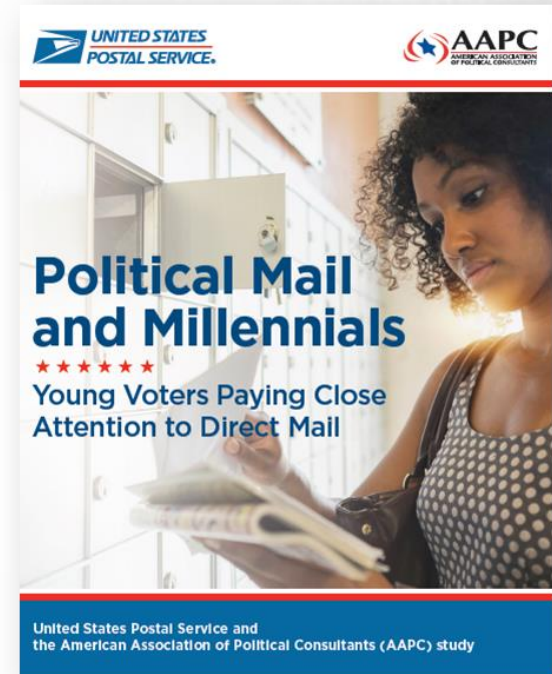
---

## ★ Why

- Millennials (ages 18-34) is the largest living generation
- Millennials are estimated to be more than 40% of eligible voters
- Digital natives, connected, involved

## ★ How

- Online survey (March 18-23, 2016) by USPS and Summit Research of 1,165 U.S. adults nationwide (sampled to match Census targets), with oversampling of Millennials
  - Millennials (=671)
  - Non-Millennials (=485)
- Series of focus groups by USPS and Deep Blue Insights



**Access the study:**  
**[deliverthewin.com](http://deliverthewin.com)**

## Political mail drives action

---

**57%**

of Millennials  
made a  
decision about  
how to vote  
because of mail



**54%**

of Millennials visited the  
candidate's website



**66%**

of Millennials  
likely to search  
for information  
about the  
candidate



*Source: USPS and Summit Research national online survey  
(March 2016)*



## Millennials share and discuss mail

---

**78%**

of Millennials  
discuss  
political mail  
with others



**75%**

of Millennials use  
political mail to  
remind them  
when to vote

*Reinforced in focus groups*

*Source: USPS and Summit Research national online survey (March 2016)*



# Takeaways

## Presentation takeaways

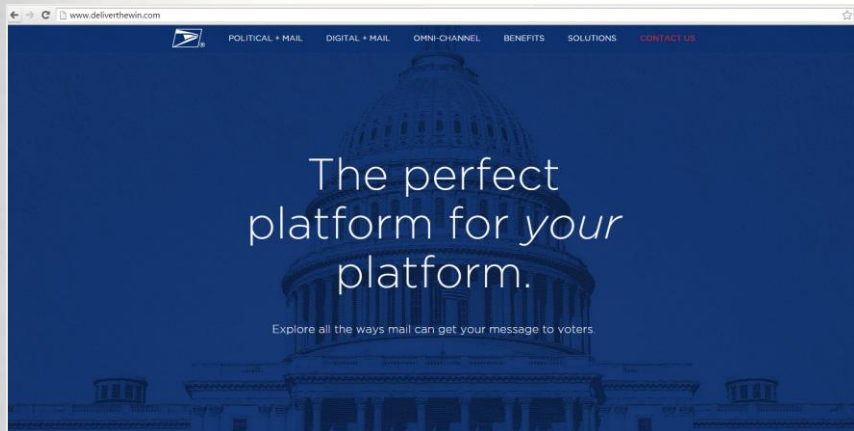
---

1. Millennials are paying very close attention to political direct mail — it is a must-have component of a multichannel communications strategy and important launching point to digital channels.
2. Campaigns demand political mail visibility to better coordinate the full campaign communications strategy.
3. The opportunity to influence the \$12 billion worth of campaign spending happens now (during the summer and early fall). Important to engage with decision makers now.

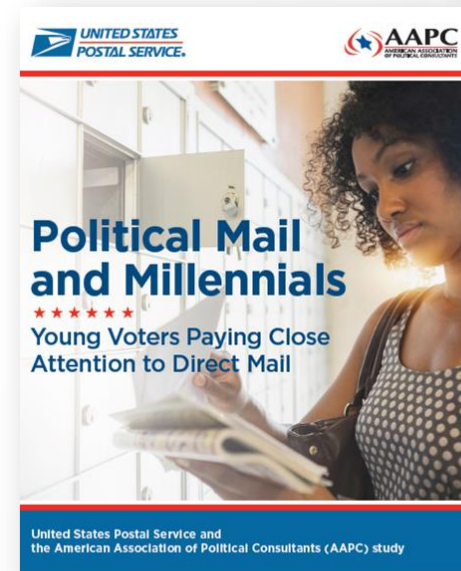
# Assets

---

★ Microsite: [deliverthewin.com](https://deliverthewin.com)



★ Access the study: [deliverthewin.com](https://deliverthewin.com)







Questions?

★ **THANK YOU** ★

©2015 USPS. All Rights Reserved. The Eagle Logo and the trade dress of USPS packaging are among the many trademarks of the U.S. Postal Service. Privacy Notice: For information regarding our privacy policies, visit [usps.com/privacypolicy](https://usps.com/privacypolicy)

